

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Euan Christopher Smith et al.

Title: A METHOD OF DRIVING A DISPLAY USING NON-NEGATIVE MATRIX FACTORIZATION TO DETERMINE A PAIR OF MATRICES FOR REPRESENTING FEATURES OF PIXEL DATA IN AN IMAGE DATA MATRIX AND DETERMINING WEIGHTS OF SAID FEATURES SUCH THAT A PRODUCT OF THE MATRICES APPROXIMATES THE IMAGE DATA MATRIX

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

We are transmitting herewith the following attached items (as indicated with an "X"):

- ☒ Communication Concerning Prior and Copending Applications (2 pgs.)
- ☒ Supplemental Information Disclosure Statement (2 pgs.), Form 1449 (2 pgs.) Copies of Cited References (22).

If not provided for in a separate paper filed herewith, please consider this a PETITION FOR EXTENSION OF TIME for sufficient number of months to enter these papers and please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

SCHWEGMAN, LUNDBERG & WOESSNER, P.A.  
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By: Robert B. Madden  
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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop Amendment Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 17th day of September, 2010.

James Kanyusik  
Name

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Signature